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REPORT OF THE DIRECTOR OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE,
OFFICE OF INFORMATION,
Washington, D. C., August 31, 1931.

SIR: I present herewith a report on the information work of the department for the fiscal year ended June 30.

M. S. EISENHOWER, *Director of Information.*

HON. ARTHUR M. HYDE,
Secretary of Agriculture.

SCOPE OF WORK

The information forces of the department during the last fiscal year not only performed the regular work of making available to all groups that can use them, the great variety of data and knowledge developed by the department's research, service, and regulatory programs, but also contributed to the department's efforts to aid the unemployed and the farmers in drought-stricken areas. Many special publications, such as Family Food at Low Cost, New Credit for Farmers, small pamphlets on the prevention of pellagra, special outlook reports, etc., were issued. The press of the country cooperated in disseminating useful information on diets, food at low cost, and availability of funds for seed, feed, fertilizers, and agricultural rehabilitation. By radio many special messages were broadcast, including a number explaining the possibility of communities organizing new agricultural credit corporations and similar organizations, or enlarging the capital stock of existing organizations.

EXPENDITURES

Expenditures for salaries, equipment, and supplies amounted to \$412,989. Of this, more than \$89,000 was for mimeographing, multi-graphing, and rotaprinting work, \$79,500 for mailing lists and distribution, and \$40,000 for business, personnel, filing, and janitorial work. The balance, about \$204,000, was for the preparation and dissemination of agricultural information by the various methods—publications, press, radio, mimeographed leaflets, etc., including the administrative, editorial, and clerical cost of writing, editing, indexing, and illustrating. In view of a rather prevalent misunderstanding, I wish to point out that while the preparation of material for radio broadcasts costs the department about \$30,000 a year, broadcasting facilities themselves cost the department nothing; radio time

is gladly contributed by the radio stations and networks. Nor does the department pay for newspaper and magazine space; the preparation of material for such publication costs about \$44,000 annually.

Printing and binding cost \$942,000. This included the payments for popular and technical bulletins, periodicals, job work, letter-heads, and all other material handled by the Government Printing Office for the Department of Agriculture, with the exception of a few publications and jobs which were, by specific authority of Congress, paid for from other appropriations.

DIVISION OF PUBLICATIONS

The practical contribution to agricultural and home economics education and practice made by the many publications of the department was enhanced during the year as a result of the enlarged printing and binding fund granted by Congress. For many years there has been a steady growth in the basic research, service, extension, and regulatory activities; these activities are naturally producing much socially and economically useful knowledge, which must be quickly and efficiently disseminated. Publications comprise the permanent foundation of the department's informational work.

The number of manuscripts sent to the printer increased from 1,702 last year to 1,737 this year. Included in this number were several emergency publications designed to aid the department's drought and unemployment relief work.

Nearly 32,000,000 copies of the various classes of publications, including over 6,000,000 lists of publications, were distributed during the year. Of this number, 12,446,528 were farmers' bulletins, and 2,058,538 were leaflets. These popularized publications were not, as is frequently charged, foisted upon persons who did not desire the practical information they contain, but were mailed only to those who wrote the department requesting them. As was pointed out last year, the department is able to supply only 60 per cent of the bulletins requested by farmers and others. Indicative of the cooperation existing between this office and the congressional offices is the fact that during the year Members of Congress returned to the department 1,352,577 copies from their allotments of farmers' bulletins.

The technical, semitechnical, periodical, and miscellaneous publications totaled about 17,000,000.

The increase in the number and variety of manuscripts naturally added to the work of the editorial and printing sections. During the last six months of the year, from 75 to 140 manuscripts constituted the daily balance being handled in some stage of consideration, approval, examination, or final preparation. More emphasis than ever before is being placed by the editors upon the organization, style, and brevity of all manuscripts, more particularly in the care of those for popular publications.

Improvement in the presentation of material is dependent first of all upon close cooperation between authors and bureau editors. Consequently conferences of all department editors were held during the year to discuss the types of deficiencies found and how improvements may best be accomplished.

The voluminous analytical index of the department's publications for the period 1901 to 1925 was completed and sent to the printer. The material for this index required 204,142 cards.

The congressional distribution section and the miscellaneous distribution section were merged, and F. J. P. Cleary was placed in charge of the combined unit, designated the distribution section. J. O. Riley, formerly in charge of the miscellaneous distribution section, was assigned to the work of handling requests for agricultural information that require special knowledge or study. The benefits of the merger have been evident in the form of concentration of responsibility for related work, in personnel flexibility making possible adjustments necessary to keep all phases of work as current as possible during the rush periods, and in ease, efficiency, and convenience of administration.

The postage required for sending 308,554 publications to foreign countries during the year amounted to \$5,742.40, an increase of \$132.56 over the amount required the previous year.

The mimeographed, multigraphed, and rotaprinted work done by the division amounted to 61,504,200 pages. The large assembling machine has more than justified its purchase. During the year it assembled 22,950,009 sheets or 36,209,232 pages.

The major personnel changes were as follows: Isabelle Smith, assistant indexer, was transferred to the Bureau of Entomology on February 16, 1931, and Bertha L. Zoeller was appointed March 25, 1931, to fill the vacancy. Amelia Allyn retired August 31, 1930, at 72 years, after 32 years of service in the department, 22 of which were in this division. Norman L. Baldwin, draftsman, resigned July 15, 1930, and Henry G. Stueler was appointed October 1, 1930, to take his place. Corliss Cramer was appointed as a photographer November 10, 1930, to fill the vacancy caused by the death last year of E. F. Shipp. Three temporary employees were appointed for one month each to assist in the work of distribution during part of the rush period in April.

Detailed statistical information covering various phases of the division's work is given herewith in tabular form.

STATISTICS

TABLE 1.—*Summary of manuscripts and requisitions handled July 1, 1930, to June 30, 1931*

Class	Number of requisitions	Number of copies	Class	Number of requisitions	Number of copies
New publications.....	553	13, 445, 633	Posters.....	15	268, 000
Reprints and revisions.....	789	17, 525, 278	Congressional documents....	20	13, 635
Journal of Agricultural Research separates.....	121	151, 225	Binding.....	285	18, 641
Yearbook separates.....	24	40, 200	Miscellaneous job work.....	2, 952	162, 597, 047
Periodicals.....	219	3, 537, 410	Total.....	4, 978	197, 597, 069

TABLE 2.—*New manuscripts (including revisions of publications requiring new titles and numbers) for department publications handled June 1, 1930, to June 30, 1931*

Item	Manu- scripts on hand July 1, 1930	Received	Disap- proved	Sent to Govern- ment Printing Office	With- drawn	On hand June 30, 1931
Agricultural Situation.....		12		12		
Annual reports and reprints.....		23		23		
Atlas of American Agriculture.....		1				1
Circulars:						
New.....	11	69		55	1	24
Reprints and revisions.....		23		23		
Climatological Data.....		13		13		
Section summary.....		5		5		
Clip Sheet.....		52		52		
Crops and Markets.....		12		12		
Department bulletins, reprints and revisions.....		28		28		
Department circulars, reprints and revisions.....		12		12		
Experiment station bulletins and reports:						
New.....	2	11		11		2
Reprints and revisions.....		1		1		
Experiment Station Record.....	2	19		21		
Extension Service Review.....		12		12		
Farmers' bulletins:						
New.....	14	37		41		10
Reprints and revisions.....		510		510		
Farmers' bulletin lists.....		6		6		
Forest Service recreational folders:						
New.....		36		33		3
Reprints and revisions.....		10		10		
Forest Worker.....		6		6		
Indexes:						
New.....		15		14		1
Reprints and revisions.....		1		1		
Inventory of Seeds and Plants Imported.....		3		3		
Journal of Agricultural Research.....		23		23		
Journal of Agricultural Research separates.....	38	173	25	119	2	65
Leaflets:						
New.....	7	14		14		7
Reprints and revisions.....		52		52		
Miscellaneous circulars, reprints and revisions.....		13		13		
Miscellaneous publications:						
New.....	7	34	1	34		6
Reprints and revisions.....		25		25		
Monthly List of Publications.....		12		12		
Monthly Weather Review.....		13		13		
Monthly Weather Review separates.....		47		47		
North American Fauna.....		1		1		
Official Record.....		52		52		
Posters.....		15		15		
Public Roads.....		16		16		
Secretary circulars, reprints and revisions.....		1		1		
Service and Regulatory Announcements (including Notices of Judgments, Notice of Quarantine, B. A. I. Orders).....		141		141		
Snow and Ice Bulletin.....		18		18		
Soil surveys.....	2	54		56		
Statistical bulletins						
New.....		4		4		
Reprints and revisions.....		1		1		
Technical bulletins:						
New.....	19	60		58		21
Reprints and revisions.....		23		23		
Unnumbered publications and reports:						
New.....		28		28		
Reprints and revisions.....		8		8		
Weekly Weather and Crop Bulletin.....		52		52		
Yearbook.....		1		1		
Yearbook separates.....		24		24		
Total.....	102	1,804	26	1,737	3	140

TABLE 3.—*Summary of publications received and distributed by the Department of Agriculture from July 1, 1930, to June 30, 1931*

Item	On hand July 1, 1930	New	Reprints	Available for distri- bution	Distrib- uted	On hand June 30, 1931
Agricultural Situation.....		135,800		135,800	135,800	
Annual reports.....	19,670	53,500	500	73,670	52,253	21,417
Atlas of American Agriculture.....	5,148			5,148	152	4,996
Circulars.....	283,147	616,800	63,000	962,947	535,579	427,368
Climatological Data.....		5,040		5,040	5,040	
Climatological Data (section sum- mary).....		4,800		4,800	4,800	
Clip Sheet.....		322,200		322,200	322,200	
Crops and Markets.....		1,760,000		1,760,000	1,760,000	
Department bulletins.....	389,398		49,000	438,398	111,452	326,946
Department circulars.....	223,398	5,000	50,000	278,398	94,804	183,594
Experiment Station bulletins and re- ports.....	3,810	24,800		28,610	25,495	3,115
Experiment Station Record.....	14,712	144,000		158,712	140,512	18,200
Extension Service Review.....		125,073		125,073	95,065	30,008
Farmers' bulletins.....	8,412,759	1,491,424	10,564,880	20,469,063	12,446,528	8,022,535
Farmers' bulletin lists.....	1,494,450		5,260,200	6,754,650	5,925,900	828,750
Forest Service recreational folders.....	87,900	542,000	215,000	844,900	600,730	244,170
Forest Worker.....		6,000		6,000	6,000	
Indexes.....	24,815	56,048		80,863	45,329	35,534
Inventory of Seeds and Plants Im- ported.....		4,500		4,500	4,500	
Journal of Agricultural Research.....	21,240	46,000		67,240	45,154	22,086
Journal of Agricultural Research sepa- rates.....	224,910	149,575	2,500	376,985	147,211	229,774
Leaflets.....	1,064,076	475,000	1,785,000	3,324,076	2,058,535	1,265,541
Miscellaneous circulars.....	315,939		69,000	384,939	138,484	246,455
Miscellaneous publications.....	259,350	1,131,050	472,500	1,862,900	1,407,817	455,083
Monthly List of Publications.....		412,000		412,000	412,000	
Monthly Weather Review.....		18,000		18,000	18,000	
Monthly Weather Review separates.....		14,200		14,200	14,200	
North American Fauna.....	2,921			2,921	105	2,816
Official Record.....		886,000		886,000	886,000	
Posters.....	368,079	130,500	57,000	555,579	172,161	383,418
Public Roads.....	17,488	58,000		75,488	57,319	18,169
Service and Regulatory Announce- ments.....	564,928	708,000	290,500	1,563,428	953,609	609,819
Snow and Ice Bulletin.....		37,005		37,005	37,005	
Soil surveys.....	156,819	102,000		258,819	46,724	212,095
Statistical bulletins.....	39,753	26,200	1,000	66,953	19,274	47,679
Technical bulletins.....	234,073	351,800	31,000	616,873	359,654	257,219
Unnumbered publications.....	1,156,456	1,679,530	152,200	2,988,186	2,414,631	573,555
Weekly Weather and Crop Report.....		237,655		237,655	237,655	
Yearbook.....	14,938	20,000		34,938	25,182	9,756
Yearbook separates.....	128,651	56,300	10,500	195,451	62,238	133,213
Total.....	15,528,828	11,835,800	19,073,780	46,438,408	31,825,097	14,613,311

CONGRESSIONAL AND MISCELLANEOUS DISTRIBUTION OF FARMERS' BULLETINS FROM
JULY 1, 1930, TO JUNE 30, 1931

On hand July 1, 1930..... 8,412,759
 Bulletins issued..... 12,056,304

Total..... 20,469,063
 Farmers' bulletins distributed by Congress..... 7,683,425
 Schemes for new and revised farmers' bulletins..... 203,900
 Orders from bureaus in department..... 712,075
 Extension service orders..... 1,911,760
 Miscellaneous distribution..... 1,935,368

 12,446,528

On hand June 30, 1931..... 8,022,535

 Farmers' bulletins distributed by Congress..... 7,683,425
 Leaflets..... 771,149
 Miscellaneous publications..... 126,387
 Cookbooks..... 20,226

Charged to Congress..... 8,601,187

STATISTICAL RÉSUMÉ OF PRINCIPAL ACTIVITIES IN THE DISTRIBUTION SECTION

Telephone calls received and handled.....	21, 965.
Letters received and handled.....	867, 655.
Orders issued on Superintendent of Documents.....	598, 677
Letters referred to bureaus and departments.....	62, 150
Forms addressed and mailed.....	63, 070
Index cards written.....	5, 158
Letters dictated and written.....	3, 253
Letters stamped and returned to Members of Congress.....	8, 917
Letters received inclosing remittances (\$4,272.80).....	14, 432
Visitors received and furnished with 40,824 publications.....	5, 037
Congressional letters filed.....	16, 766
Congressional documents filed.....	43, 379
Orders to send publications to foreign countries.....	5, 604
Publications sent to foreign countries.....	308, 554
Money expended in sending publications to foreign countries.....	\$5, 742. 40
Work sheets furnished to Members of Congress.....	70, 400
Publications received and stored in stock room.....	290, 019
Publications issued through the stock room.....	264, 914

DRAFTING WORK

Drawings.....	95
Graphs and charts.....	461
Maps.....	47
Lettering.....	485
Retouching.....	219
Layouts.....	370
Air brush.....	22
Cover pages.....	79
Posters.....	5
Placards.....	188
Miscellaneous.....	129
Engrossing.....	17
Total.....	2, 117

PHOTOGRAPHIC WORK

Photographic prints.....	86, 716
Negatives.....	15, 655
Negatives developed.....	1, 792
Rotaprint plates.....	1, 061
Lantern slides.....	9, 341
Lantern slides bound.....	5, 393
Lantern slides colored.....	686
Enlargements.....	2, 529
Enlargements mounted.....	3, 203
Enlargements colored.....	322
Solar bromides.....	1, 126
Prints dry mounted.....	4, 608
Transparencies.....	67
Transparencies colored.....	40
Photostats.....	15, 215
Total.....	147, 754

Photographers in the section made 376 field trips.

Reimbursements from bureaus for material.....	\$8, 712. 27
Number of—	
Prints sold to public.....	893
Bromide enlargements sold.....	6.
Lantern slides sold.....	8.
Photostats sold.....	26
Reimbursement from sales.....	\$117. 57

MIMEOGRAPHED AND MULTIGRAPHED WORK

Segments of type set for multigraphing-----	9,399
Stencils cut-----	13,576
Multigraphed pages-----	22,945,157
Mimeographed pages-----	35,083,333
Rotaprinted pages-----	3,475,710
Total pages-----	61,504,200

PRESS SERVICE

The press service, like the other divisions of the Office of Information, has been in its new quarters in the Administration Building for a little more than a year, in which time the advantages of the better accommodations for representatives of the press have been well demonstrated. The room set aside for representatives of the press has proved a great convenience to correspondents and has been a factor in increasing the direct attention the press has devoted to the department. As a result of these better and more frequent direct contacts with a part of the press, telephone requests from Washington correspondents and other writers have also increased greatly, and more writers have asked help of the press service in getting special articles from individual scientists and administrators throughout the department. The National Press Club recently asked to have the number of each of our daily releases delivered there increased from 10 copies to 30.

AGRICULTURAL INFORMATION NOT "PROPAGANDA"

During the last fiscal year several magazine writers and editors have shown a critical interest in the press service; they have published widely their belief that agricultural information is essentially propaganda and "ballyhoo" to increase the prestige of the department. In view of this mistaken idea, it seems well to point out again that agricultural information work is not carried on to secure publicity for the department, but to make public the results of the department's manifold activities and to give the widest possible distribution to valuable facts. The department is, fundamentally, a great educational institution, and the knowledge it develops must be widely and quickly disseminated if it is to make its full contribution to the social and economic progress of the country. Adult education was all but neglected until recent years. To-day no other institutions or group of institutions anywhere play so vital and effective a rôle in adult education as do the State agricultural colleges and the United States Department of Agriculture. From the very beginning, Congress has placed the dissemination of knowledge on a par with the acquisition of knowledge as functions of the department. Only to the extent that the useful information developed by agricultural scientists is given to those who can apply it is the institution justified. In agriculture there was never a time when need for adult education was so imperative as it is now. We may suffer some slight delay in teaching better breeding practices, or improved fertilizer practices, but if economic information is to be of any value at all, it must have an almost instantaneous and wide-

spread distribution. Consequently, with the very willing cooperation of most of the newspaper editors in the country, the department plans to increase its agricultural-information efforts.

COOPERATION OF THE PRESS

Most branches of the press have been suffering heavy cuts in advertising, and as a result many publications have much less space than in normal time; but, in so far as we are able to judge, releases from the department have been used about as widely as formerly. Our daily mail indicates an increase in requests from editors to be supplied with our various services. Most of these applications are, of course, from daily and weekly newspapers. There were more requests than ever before from syndicates for series of articles or for material to be used in preparation of features. For example, the Newspaper Enterprise Association ran two special series on vegetable gardening and flower gardening, and the Central Press is now running a weekly feature which goes to about 500 papers. The Western Newspaper Union, which serves 2,900 weeklies and semi-weeklies, continues to be one of the largest users of practical articles on agriculture and home economics.

The Associated Press, which had been using a weekly wire article on grain markets and one on the livestock situation, recently made arrangements for a similar weekly article on cotton. These articles are prepared by a member of the Washington staff of the Associated Press and are well received by the member papers.

The Market Basket, a weekly article on food at low cost, prepared by the Bureau of Home Economics, has done very well in the newspapers and is often quoted elsewhere. One factor in its widespread use is our new mailing list containing names of 500 editors of household pages.

NEWS PHOTOGRAPHS

The demand for photographs illustrating department activities has been growing steadily for several years and during the last year we have been able to give this branch of work more systematic attention. The result has been a much wider use of news photographs and photographs for illustrating department articles, and those written by outsiders. The availability of interesting pictures based on current activities has, no doubt, made much of our information more appealing to the editors and to the public. One man devoted about half his time to making arrangements for taking pictures and to filling the picture needs of the press from our files and from those of the various bureaus. About 360 negatives were added to our files in the year and about 2,000 prints were made. The press service also used 400 prints of photographs made in various States by the Extension Service, 200 from field offices and experiment stations of the department, and 400 from the photograph files of the bureaus in Washington. This makes a total of about 3,000 pictures used.

A large proportion of the photographs are sent out on request, but a display rack for new pictures has stimulated the interest of free-lance writers, correspondents, and photographers. Our pictures frequently have been used by syndicates, resulting in wide reproduction throughout the country at an extremely low cost to the department.

STATISTICAL SUMMARY

A total of 1,254 mimeographed releases, including 235 bulletin reviews, was issued during the fiscal year. The total was slightly greater than for 1930, partly because of releases on drought conditions, drought relief, and the weekly Market Basket series. There were 113 special releases, not mimeographed. These figures do not include the many home economics articles, most of them illustrated, that were supplied to a group of magazines and newspapers.

PERSONNEL CHANGES

Robert L. Webster was appointed to the position of agricultural writer on May 18, 1931, to fill the vacancy caused by the transfer of John R. Deatherage from the press service to the office of personnel and business administration.

RADIO SERVICE

Important changes and advances in the work of the radio service during the year were as follows:

A new network program, originating in San Francisco and broadcast in the Pacific and intermountain regions by eight stations associated with the National Broadcasting Co., was started on January 1, 1931.

The series of network broadcasts by the chiefs of the eastern and western districts of the Food and Drug Administration was successfully concluded. This series of 52 weekly programs brought widespread attention from the radio audience and launched the "read the label" idea with the general public.

A radio extension specialist was assigned to the Extension Service. Through him the radio service and the office of Cooperative Extension Work have commenced an effort to establish a Federal-State program of broadcasting to farmers and home makers, this program to be carried by 250 cooperating radio stations which serve virtually all parts of the country.

Studies were conducted to determine farmer preferences in style of presenting agricultural information by radio.

These new developments, of course, were in addition to the continuation of the work previously carried on by the radio service.

WESTERN NETWORK PROGRAM

The new network program in the Pacific and Intermountain States is known as the Western Farm and Home Hour. Its schedule is 12.15 to 1 p. m., Pacific standard time, daily except Saturday and Sunday. Ralph H. Lamb was appointed manager of the program. He presides over the programs, schedules speakers from among the department personnel in San Francisco and near by, prepares and delivers four weekly programs from information contributed by the extension services of seven Western States, and handles all other regular activities in connection with the new project. In the programs emphasis is laid on interpretation of the factors making the markets for western products, conservation of the region's resources, detailed weather reports, and the service

work of the department in various fields. Recommendations of improved farming and home-making practices come largely from the State extension services of the region. The response from listeners has increased rapidly. For the first six months of the program it totaled 2,560 letters.

"READ THE LABEL" BROADCASTS

W. R. M. Wharton, chief of the eastern district of the Food and Drug Administration, during the year concluded his series of 52 weekly talks under the general title, "Safeguarding Your Food and Drug Supply." These talks, first scheduled on a network of 13 eastern and midwestern National Broadcasting Co. associate stations, were carried by a network of 32 stations before the close of the series. They brought letters from 25,871 listeners who requested more than a million copies of "read the label" excerpts from the talks.

W. W. Vincent, chief of the western district of the Food and Drug Administration, consolidated his Safeguarding Your Food and Drug Supply series with the Western Farm and Home Hour program when the latter was started, thus increasing his network from three to eight western stations. Listener response to his talks also was exceptional, totaling 5,643 letters, to the writers of which went more than 200,000 "read the label" excerpts.

This series probably will be resumed when the pending bulletin on how to read the label is ready for distribution, providing a printed publication for the further information of listeners interested by the talks.

CORRELATING FEDERAL AND STATE BROADCASTING

The effort to correlate Federal and State broadcasting of information for farmers and home makers was barely started at the end of the fiscal year. In outline, the plan involves decentralization of broadcasting for purely extension purposes. Broadcasting is not a complete educational method. It is unsurpassed as a means of bringing listeners into the circle of influence of extension. But the listener's attention, if we are to make fruitful the interest inspired by broadcasts, must be directed not only to the department, but also to the State extension service which can give him further assistance toward the knowledge he requires in order to adopt on his farm or in his home the practices advocated by the extension service. Therefore, the department proposes to share with the State extension services responsibility for extension broadcasting in cooperation with some 250 radio stations. The program in each State should be developed by the State extension service, written partly by the extension service and partly by the department, and delivered by the county agent or the home-demonstration agent located in the city in which the cooperating radio station is situated.

Alan Dailey, formerly agricultural writer in the radio service, was appointed radio extension specialist March 1, 1931. He started in April upon an itinerary that will take him into every State for the purpose of helping to set up a correlated Federal-State system of extension broadcasting. The system is to be based upon the present Federal and State cooperation with radio stations within each State in broadcasting information to farmers and home makers. Three

States, Arizona, Massachusetts, and New York, had adopted modified versions of the proposed arrangement at the close of the fiscal year. These were in operation. Some 14 other State extension services planned to start the correlated broadcast program by January 1, and some 20 States remained to be visited by the radio extension specialist. The showing is distinctly encouraging in view of the fact that not many extension services have the funds to hire editorial personnel necessary to operate their part of such a service.

WHAT DOES THE FARM AUDIENCE WANT?

A small-scale experiment conducted in cooperation with station WGY at Schenectady, N. Y., during February and March was designed to investigate the various technics that might be employed in the presentation of agricultural subject matter. The standard "farm flash" method of the department releases was checked against eight other methods of presentation. The common-sense judgment from the responses of 38 cooperating farmers—the number was too small to be statistically significant—was that farmers want their information straight, without much sugar-coating.

LAND-GRANT COLLEGE COOPERATION

The chief of the radio service has met with the radio committee of the American Association of Land-Grant Colleges and Universities at each of its sessions during the last two years. He joined with the Director of Information and the Director of Extension Work in proposing to the association late in 1930 an extensive survey of the land-grant college broadcasting situation in order to mark out the wisest line of future development in broadcasting by these institutions and the department. The proposal was accepted by the association, and the chief of the radio service was asked to serve on the organizing committee for the survey.

While the radio-service work expanded during the year, as has been described, the former activities of the organization were maintained—and without increase in personnel. In fact, the writing personnel was lessened by the appointment of Mr. Dailey as radio extension specialist, for his place as a radio service writer was not filled.

NATIONAL FARM AND HOME HOUR

The department's pioneer network program in cooperation with the National Broadcasting Co. continued to expand during the year, increasing from 39 to 44 associate National Broadcasting Co. stations. The time of the program was lengthened from 45 minutes to 1 hour, and the schedule fixed at 12.30 to 1.30 p. m., eastern standard time. In all, 259 members of the department staff took part in the "National Farm and Home Hour" broadcasts. The emphasis continued heavily upon economic analysis, and upon the news of the special relief work and emergency recommendations that followed in the train of the drought of 1930. The "National Farm and Home Hour" continued to be an effective means of sending "rush" information to rural people throughout the country east of the Rockies, and of making vivid and understandable the department's recommendations of farming practices.

Development of the special monthly farm-and-home-hour programs proceeded during the year. The monthly 4-H club program, presented on the first Saturday of each month, was strengthened by the addition of a monthly music-achievement test period, played by the United States Marine Band and announced by Ray Turner of the Federal extension staff. With the approval of the Land-Grant College Association, plans were laid to transform the monthly land-grant college program into a specifically extension program with adequate attention to research in agriculture and home economics. The first program of the new series was broadcast after the close of the fiscal year under review.

SYNDICATE PROGRAMS

In 1930, for the first time in the history of the Radio Service, the syndicate programs were carried throughout the summer. Cooperating radio stations were much pleased with this change of policy. Radio now is a year-round communication medium.

The total number of stations assigned syndicate services on June 30, 1931, was 234. Of these, 171 were broadcasting the daily "Housekeepers' Chat;" 136, the daily "Farm Flashes;" 105, the three-times-a-week "Farm Reporter" at Washington; 115, the weekly "Uncle Sam at Your Service;" 99, the weekly "Primer for Town Farmers;" 86, the biweekly "With Uncle Sam's Naturalists;" 121, the biweekly "Chats with the Weather man;" 115, the weekly "Farm Science Snapshots;" and 121, the monthly "Agricultural Situation Review."

Despite the fact that the radio cookbook was out of print for nearly half the year, the mail from listeners to the syndicate programs showed a great growth. During the year letters handled in the office of the radio service alone in response to syndicate programs numbered 103,892, while letters in response to network programs totaled 47,174. Fully 725,000 came direct to the department mail room, not being referred to the radio service.

FURTHER ORGANIZATION WORK NECESSARY

It becomes apparent that we need closer contact with cooperating radio stations than can be maintained by correspondence from Washington. The first trip of the radio extension specialist (not yet completed) has so far revealed a few instances of sponsorship of department syndicate programs, which have been immediately corrected. The extension specialist has also found a disposition on the part of some station managers to put department programs into the less desirable hours of the broadcasting day. This situation can be corrected only by having a local check on delivery of the programs, such as is involved in the county-agent-cooperation angle of the plan for correlation.

On the subject-matter side, there are two reorganizations needed and they are partly in progress. One is involved in the correlation plan, whereby the States will contribute much valuable subject matter not available anywhere in the department. The other is reorganization in order to codify and make more easily available the information from the bureaus and offices of the department itself. Nowhere is there an index of department publications giving the

regional application and the timely value of information contained in these publications. We have found it desirable to make such an index ourselves. A blank is being prepared to be submitted to division leaders for their use in classifying publications of their divisions for our purposes.

These two things—organization for better relations with the radio stations, and organization for better distribution of applicable, timely subject matter in the releases and the network programs—are prime essentials to progress in agricultural education by radio. A third is research into effective methods of presenting agricultural and home-economics subject matter to the radio audience.

PERSONNEL CHANGES

Dana D. Reynolds was appointed agricultural writer on November 3, 1930, to fill the vacancy caused by the transfer of Solon R. Barber to the Food and Drug Administration. On December 3, 1930, Helen B. Crouch was appointed to prepare the radio housekeepers' programs formerly written by Josephine Hemphill, who resigned on October 18, 1930, to enter commercial radio work. Helen Behringer, secretary to the chief of the radio service, died on May 8, 1931.

BUREAU INFORMATION WORK

All information, of course, originates in the several bureaus of the department. Some of the bureaus give information direct to the public without clearing it through the Office of Information. Weather reports and market news reports are examples of this type of information. In my annual reports for 1929 and 1930 I gave in detail the informational activities of the bureaus. There have been no conspicuous changes in the arrangement explained in those two reports.





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